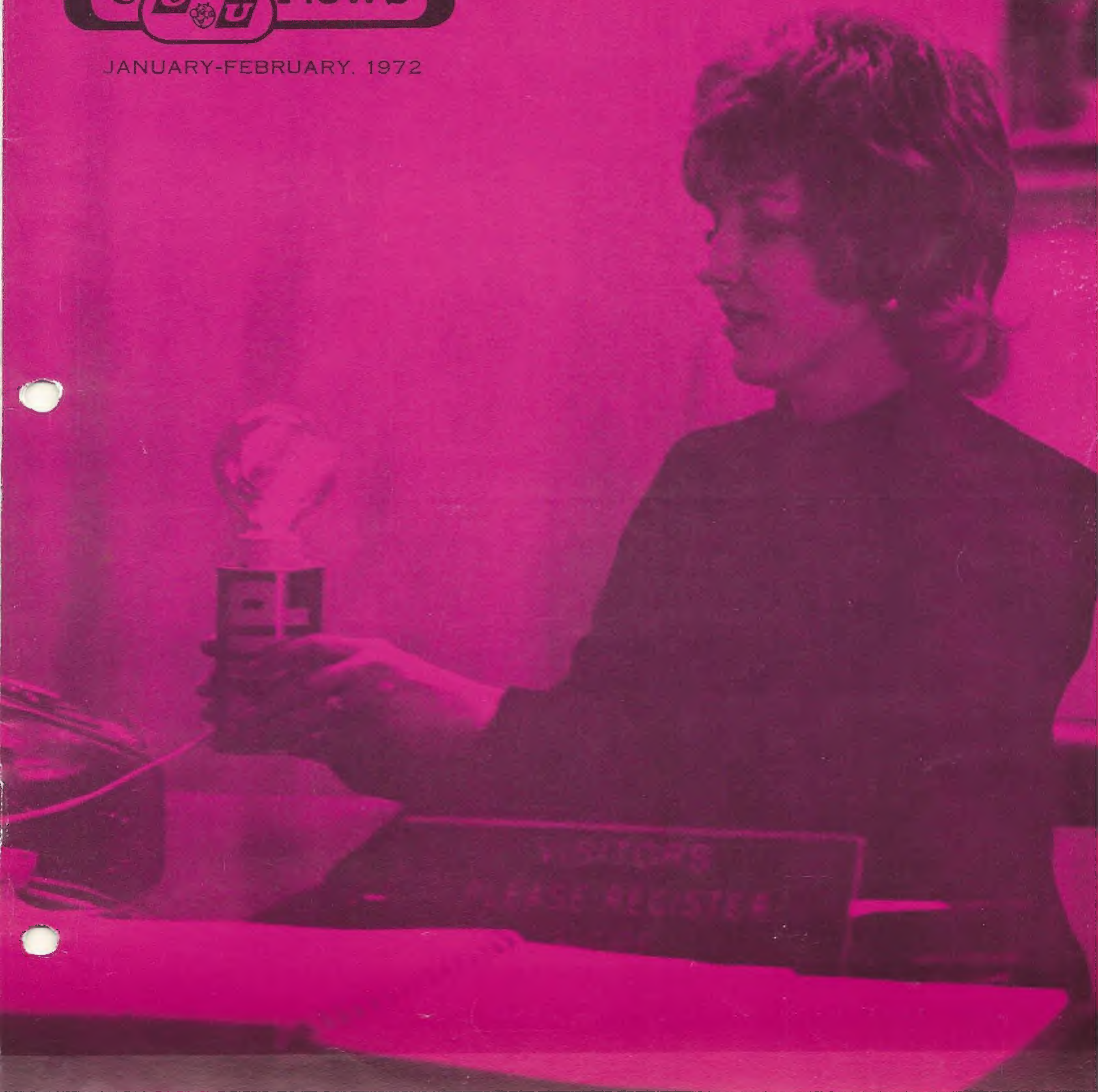




JANUARY-FEBRUARY, 1972





# Let's Take Another Look

Do you recall the tale about the town whose people were greatly distressed about a problem with rats? The townspeople were so disturbed that they authorized the councilmen to bring in hundreds of cats. But --- surprise surprise --- when the rats were gone the cats then became a greater problem, and so on it went.

The moral of the story was that the people had not acted wisely in their attempt to find a solution. Something very similar has taken place recently in Washington concerning a 20th Century problem -- water pollution.

The Senate has passed a bill (S. 2770) which states that no pollutant whatever can be put into any waterway, after 1984, and that all wastes must be recycled and reused. Think about that for a minute. On paper it sounds wonderful, but don't forget those cats.

To accomplish this 100 percent pollutant free waterway bill, it has been estimated by the National Chamber of Commerce that it will cost upwards of \$316,000,000,000. This price falls primarily on the nation's industry, and you know what that will do to consumer prices.

In a nutshell, the idealism behind the bill is laudatory, but hardly feasible as it is written. All of us want to be able to look at a river running pure through our land, but to demand that all waste must be recycled and reused just simply cannot be done. As cited in an editorial in *Nation's Business* magazine, "to do that the city of New York would need a settling basin about the size of Connecticut."

Let's be more practical gentlemen, there has got to be an easier answer than that to solve this thorny problem.

P. M.





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Member:



*Pretty Sheila Comeaux (I.D.S.) seems fascinated by the Flicker Lamp, a product sold by one of three Junior Achievement companies being counseled by our company. Mrs. Comeaux, who is usually the first person people meet when entering the main office building in Beaumont, says the lamp has never failed to bring some comment.*



# Junior Achievement

## A Step Toward

## Tomorrow



One of the achievers prepares to take the first step in the construction of a flicker lamp. The lamp, produced by Imagination Supply Company, is selling very well according to sales supervisor Bill Cropper (System Sales).

One of the great truisms of the world is the one that goes "the youth of today are the leaders of tomorrow." Getting ready for that "tomorrow" can only be accomplished by education and experience, and it is upon these precepts that Junior Achievement was founded.

What is Junior Achievement? Simply stated, it is a program whereby youthful volunteers, under the guidance of professional adults, create and run a corporation. The students elect officers, sell stock, produce a product, compete against other corporations, and try to make a profit. At the end of the school year the corporation goes through liquidation and pays a dividend to the shareholders if there has been a profit.

Our company has been involved with the Junior Achievement program for some time now, and this year is active in Baton Rouge, Beaumont, and Lafayette.

Called a counseling firm, our company is providing professional personnel to help guide each Junior Achievement Corporation under its wing. Meeting once a week, more often if necessary, our people perform strictly in an advisory capacity.

In Beaumont, Bill Cropper (System Sales), John Butts (System Treasury), and Hugh Melton (Division Sales) have helped advise the formation of Imagination Supply Company. Under their guidance the students are manufacturing and selling a flicker lamp.



The flicker lamp is relatively simple to produce. The product is composed of a beverage can, a special light bulb, a socket and very little wiring. When turned on the light filament moves back and forth in rapid fashion creating an unusual effect.

Each JA corporation has a different product with, of course, different problems. In Lafayette it is Dick Krouse (Division Sales), Bert Duhon (Division Sales) and Tommy Smoak (T&D) who handle the advisory duties, while in Baton Rouge it is Jim Fletcher (Division Sales), Richard Hughes (T&D), and Van Boudreaux (Production).

Gusco is the name of the company in Lafayette, and peanut brittle is the product. According to Krouse, although the achievers have only been in production for three weeks, the outlook is very optimistic. "We're just now really getting underway with our product," says Krouse, "but all indications point to success."

Junior Achievement is designed "to give practical business and economic education to teenagers while they are still in high school." The program is obviously a success with more and more students becoming involved each year.

"The program is a good one, and serves its purpose well," said Cropper. "At Imagination Supply Company the achievers (the students) have set up an assembly line process and can put out about 50 of the lamps in a two hour period. We have sold better than \$600 worth of lamps so far, and could do a lot better with quicker delivery of the lights themselves which we order."

In Baton Rouge Fletcher said that Reddy Company, which manufactures two products (a utility rack and paper flowers), is selling all the products they can produce. "We have two or three very fine salesmen who are selling the racks faster than Reddy Company can produce them. Our attendance has been about 70 percent and the achievers are quite enthusiastic about the company. We should be reaching our break-even point soon and then start turning a profit."

"Competition is the name of the game," said Cropper, "and these students learn all the basics of setting up a business as it is done by actual businesses. They obtain their working capital by selling stock, they elect their own officers, they buy the materials necessary to produce the product, office supplies and the like, they do their own books, pay salaries, commissions to the salesmen, plot the growth of the company and so on. It really is tremendous training for them."

Real life corporations such as our own have recognized the value of the Junior Achievement program. No doubt many of the men and women in business today owe their interests in corporate life to this national program. And let's face it, the youth of today ARE the leaders of tomorrow.



Beaumont Division Manager Ward McCurtain presents the Junior Achievement company charter to Steve Kuritz, president of Imagination Supply Company. Bill Cropper, one of the company advisors, looks on. Lafayette and Baton Rouge also have Junior Achievement companies which our company is sponsoring.



Hugh Melton (Division Sales) at left with tie, supervises the assembly line as the flicker lamp is put together. The achievers can complete 50 of the lamps in a two hour period.



# Answering

# A

# Demand

Construction Management System (CMS) creates high interest among utility company representatives

A revolutionary computer programming system that stores and feeds out, at the touch of a button, all the paperwork information needed in a construction project, was the topic of conversation recently at a high level meeting in Beaumont hosted by our company and TRES Utilities Systems.

What makes this system so unique is not the fact that it can handle all the necessary paperwork for a construction project, from preparation of estimates to ordering material, but that it can encompass ALL construction projects of a company simultaneously.

This unique system is called the Construction Management System (CMS). Conception of CMS began back in 1968 as a few notations on notebook paper. From there the idea took shape and began to mushroom into various other departments where help, information and suggestions were readily available. Finally, after several years and with the unified effort of many, many people, the system reached a stage where parts of it could be implemented.

Tres Utilities Systems of Dallas joined in our company's efforts and helped formulate the programming development phase of the system. As a result of this, Tres will also market CMS to other interested utilities across the nation.

The capability of a computer program system such as CMS boggles the mind of the novice (and a lot of experts). Evidently the idea of such a comprehensive system has been well received. Some 40 industrial representatives from utility companies throughout the nation came to Beaumont to hear the CMS story from our personnel and from Tres. They came from Pennsylvania, Missouri, Louisiana, Delaware, Iowa, New York, Ohio, Oregon, New Mexico, New Jersey, Washington, Wisconsin, California, and even some from Hawaii (at an earlier date).

Designed to assist the utility in obtaining more effective management of its resources, the





A panel, composed of company and TRES personnel, was on hand to help explain CMS to interested representatives from across the country. From left they are: Glen Davis (IDS), Joel Moore (IDS), Lou Stahler (TRES), Richard Smith (EDP), Raymond Audilet (System Engineering), Ray Clausen (System Engineering), Jim Atkins (System Engineering) and L. C. Guthrie (System Engineering).

basic objectives of CMS includes efficient planning, scheduling, and control of material, manpower, and equipment resources to meet customer demands.

CMS can supply all the above needs by providing the facts required for value judgements in construction management. It produces project schedules for manpower, equipment, and material resources, bills of materials, and cost estimates for individual jobs. And the beauty of the system is that it does this job, not just on one project, but for every project underway or projected for the company all at the same time with the push of a button.

Initial utilization at GSU will be on major transmission and substation projects, but capability for expansion is an integral part of the system.

As Richard Smith, supervisor-EDP Technical Development, explained it, "Using a set of typical activity schedules and construction material specifications, CMS determines the detailed requirements for construction job orders and schedules these requirements to meet in service dates. CMS also produces job estimates and monitors job progress. CMS will produce purchase requisitions for material procurement and monitors materials progress.

"The reporting function includes progress exception reports, management summary reports and detailed progress reports."

The Construction Management System apparently is one answer for the current day needs of this nation's growing utilities, and based on preliminary reports should accomplish much to help insure that the growing demand for electric power does not outgrow the utility company's capability of providing such in a swift, economical manner.

"There are some 40 to 50 man years of labor involved in this system", said Joel Moore (IDS), "And we think it's going to be well worth the effort."





S. L. Adams  
... Welcoming Address



Ron Shuff

### Preparing for CMS panel questions



Henry Marino



Ralph Cunningham



L. C. Guthrie



# GSU NEWS

## Lionel Dugas Retires Closing 41-year Career



Lionel V. Dugas

Lionel V. Dugas, vice president-general sales manager since 1964, retired January 1 to close out a 41-year career with our company.

Mr. Dugas was employed at Lake Charles in 1930 after working two years for the Westinghouse Corporation in Pittsburgh, Pa. During his career, he held operating and sales positions at Lake Charles, Lafayette, Baton Rouge, Port Arthur and Beaumont. He was elected vice president of sales in May, 1964.

Active in various professional groups, Mr. Dugas is chairman of the Sabine Area Chapter of the Texas Manufacturers Association and is a past president of the Petroleum Electric Power Association.

Mr. Dugas also has served in a number of responsible posts for area United Appeals campaigns for the past several years. He is a member of the Beaumont Downtown Lions Club, the Beaumont Club, Beaumont Country Club and Orange Yacht Club.

A native of Scott, La., Mr. Dugas holds an electrical engineering degree from the

University of Southwestern Louisiana at Lafayette.

Married to the former Doris Lindsay of Lafayette, he and his wife have a daughter, Mrs. Charles Andersen of Lake Charles, who formerly worked for the company, and two grandchildren, Chris and Laurie.

---

## Bill Heaner Completes Management Program

William E. Heaner, Jr., vice president Personnel Manager, was graduated in mid-December from the Advanced Management Program of the Harvard University Graduate School of Business Administration.

He had been studying at the Business School since Sept. 12.

Harvard's 62nd AMP class was composed of 162 senior executives from the United States, Canada, and 23 foreign countries from Argentina to Zambia.

The 13-week Advanced Management Program was established at the Harvard Business School in 1943 to prepare experienced executives for the responsibilities of top leadership. Many of the 7,282 AMP alumni are company presidents and chairmen of the board.

Another AMP session will begin at the Harvard Business School in February.



William E. Heaner



# Deaths



C. A. Smith

Cyril A. Smith, retired Gas Department employee from Baton Rouge, died in mid-December in a Baton Rouge hospital. He was 66-years old.

Mr. Smith had retired in 1970 after some 39 years with the company.

A native of Flora, Miss., he first joined the company as a helper. He worked in virtually every job in the Gas Department gaining wide experience in the field. He was promoted to service supervisor prior to his retirement.

Mr. Smith is survived by three brothers, E. B. Smith of Yukon, Okla., Mervyn P. Smith, Clinton, Miss., and Mark E. Smith of Baton Rouge.

He was a member of the Presbyterian church.



Reddy Kilowatt made a big hit recently when he appeared in a parade in downtown Denham Springs outside Baton Rouge. The occasion for the festivities was "Amite River Days." Mrs. Robert Stevenson played her part well dressed up in the Reddy suit and riding through the streets in the bucket of a line truck.



Vic Norvell, sales superintendent of the Western Division, and Dick Landry (right), industrial sales engineer, present an aerial photograph to Dale Mattingly (center). Mattingly is plant manager of the Georgia-Pacific Plywood Plant at New Waverly, Texas and the photograph is of his plant.



Area sportsmen and chefs got tips from the experts recently when the Port Arthur Division hosted a "cook in" with A. J. Judice and his son Larry. A. J. and Larry are widely known for their talents in the kitchen, and actually prepared both fish and fowl dishes for the sportsmen. At left is a back-stage view with home service advisers Sue Williams and Marianne Nelson lending a helping hand when needed. Jim Stelly, sales superintendent, introduced the guests of honor.



# *'The Repairman Was A Gentleman'*

"The repairman was a gentleman and fine man." Those were the words used recently by the Stones, a wonderful and unusual family, to describe the efforts of B. F. "Sparky" Sparks.

The Stones, Lloyd and Doris, and Ericka, live in Conroe, Texas. Their household consists of a German Shepherd dog named Ericka and a cat called Mike. They are quite the normal family with one exception...Lloyd and Doris are blind, and Ericka is their seeing eye dog.

Understandably then, when something goes wrong in their house it is an emergency. Recently something did go wrong with their electric water heater. They called our Customer Service Department



"Sparky" Sparks

in Conroe and Sparky was the man assigned to the job.

To make a long story short, Sparky found the problem and the heater was

put back into service. A letter came from the Stones a short time later praising his work.

"... before you could shake a stick he had it repaired and going. Everything was back in its place (especially important to the blind) as if no one had been there. The repairman was a gentleman and a fine man. We are proud that he was this, for it makes us Stones feel good when we meet people like that."

To the Stones let us say it is we who thank you. We are proud of our Customer Service personnel, and it makes us feel good to have customers like you and your wonderful family.

---

## The Twelve Days of Christmas

# Home Service Advisors Become TV Personalities



Sue Williams, home service advisor from Port Arthur, nervously awaits the signal that the TV camera are on. Sue, along with other home service personnel, were in Baton Rouge for the taping of a Christmas show at WBRZ-TV.

If you've ever thought that being a TV personality looked like a lot of fun, you might want to ask an opinion from some of our ladies in the Home Service Department. They'll tell you there's some long hours of hard work involved in a TV production too.

Home Service Coordinator, Mildred Tribble and Home Service advisors, Pam Ford, Lake Charles; Sharon Smith, Orange; Harriet Babin, Baton Rouge; and Sue Williams, Port Arthur; acted as talent for our company Christmas TV show, "The Twelve Days of Christmas."

The show was video-taped at WBRZ-TV in Baton Rouge, and according to our many-talented home service advisors, "the last few minutes of the tape were filmed at 1:00 a.m. after the "Star Spangled Banner" had been played and the station went off the air."

"The Twelve Days of Christmas" was planned as an entertainment and informational type program in which each home service advisor demonstrated creative ideas on Christmas decorations and food preparation.

The program was divided into 4 segments and included demonstrations on gift wrapping, selection of table settings, preparing the Christmas dinner, and holiday entertaining.

Henry Joyner in the Baton Rouge Advertising Department was responsible for coordinating production activities at the TV station; and Janice Simon, Baton Rouge Home Service Department assisted in arranging to provide the doll figures representing the partridge in the pear tree, eight maids milking and other items mentioned in "The Twelve Days of Christmas" song. Elaine Wallace, advertising, Beaumont, prepared the script.



# Levingston Launches Self-Elevating "Rig"

It was a red letter day recently for one of our industrial customers in the Port Arthur Division with the christening of the first "Class III" self-elevating drilling platform.

Deisgned and built by the Levingston Shipbuilding Company in its Orange and Port Arthur yards, the platform will operate in water up to 300-feet deep.

The first of a new generation of jack-up rigs, the triangular shaped Marlin No. 6 will initially drill for Amoco in the Gulf of Mexico. The 208-foot long platform, with a 178-foot beam and 22-foot deep hull is equipped with a unique double-sided rack-and-pinion jacking system which can raise or lower the rig to any height along its 410-foot high legs. This jacking system is operated from a control room on the rig itself.

An exceptionally large electrical-generating capacity of 3700 kilowatts is produced by the rig's main power plant. Alternating current is used for jacking operations then converted to DC for drilling operations.

Built for the Marlin Drilling Company of Houston, the Marlin No. 6 is designed to withstand hurricane conditions of 125 mph winds and 50-foot waves.

Living and working quarters are spacious on this mechanical marvel, with a capacity to sustain 54 men. A modern stainless steel galley, recreation room, hospital and all the modern electrical appliances make the rig a comfortable place in which to work in virtually all weather conditions.

Christening ceremonies for the completed Marlin No. 6 took place in December under sunny skies. The new rig received its champagne bath from a bottle held by Mrs. R. B. Linke, wife of Marlin Drilling Company's drilling superintendent.



## Thrift Plan

Purchases of Gulf States Utilities Company stock made by the Trustee during December, 1971 covering employee deductions and Company contributions through November, 1971 were as follows:

3,802 shares of common stock at a total cost of \$75,403.96 or an average cost per share of \$19.8327.

69 shares of \$4.40 preferred stock at a total cost of \$4,301.51 or an average cost per share of \$62,3407.

The Trustee deposited \$39,823.94 with the Savings Department of the First Security National Bank.



Designed and built by Levingston Shipbuilding Company, the new triangular-shaped Marlin No. 6 jackup platform was launched in Orange in August. Then the platform was towed under the Gulfgate Bridge in Port Arthur to the Gulfport yards where the finishing touches were added, including the towering 410-foot legs of the rig. Nine well positions can be drilled with the skid-type substructure through a 50x50 foot slot in the stern.



# SERVICE...

## ABOVE

*(EDITOR'S NOTE: We think somebody just might be pulling our leg. Here, as sent to us by the Substation Employees on Government Street in Baton Rouge, is a very interesting letter. You judge its authenticity.)*

The following has been received from Miss Fifi Paree, manager of the Nudists Camp for Girls:

I wish to express my sincere thanks to you for the excellent service your linemen performed last summer. It was explained to us that the transformer on the pole next to our swimming pool was of a special type that had to be dusted twice a day, oiled once a week and have the bolts tightened every 10 days.

A Mr. Watt explained to me that unless the transformer was dusted regularly, the dust would coagulate with the paint, which would set up a chemical imbalance of the hydro-foil and cause a great deal of trouble. I am happy to report that your line crew stopped every morning and afternoon and spent 15 minutes dusting the transformer. While this operation was being

## AND

carried on, a Mr. Volt stood on top of the truck cab overlooking the eight-foot fence around our camp and carefully warned the girls around the pool - not to get too close to the transformer.

Your crews always were very conscientious in making repairs. On one occasion a crossarm broke on a pole next to the tennis court where some of the girls were playing tennis. Nine men with three ladder trucks worked four hours to replace the crossarm. They had quite a little trouble making the repairs, as they would put up a crossarm, put a level on it, then unbolt it and install another. A Mr. Shock explained to me that unless the crossarm was absolutely level the wires to the transformer by the swimming pool would sag, the power flow would be uneven and as a re-

## BEYOND

sult only half the swimming pool would be heated while the other half remained cold.

Evidently, we have a special type meter by the swimming pool. The meter reader told us that it had to be read twice a week by two men so that an exact average of power could be calculated. One of your meter readers is rather clumsy, because during last summer he fell over two lawn chairs, a picnic table and a garbage can while walking over to check the meter.

I wish to thank you again for the wonderful attention your line crews and meter readers gave us last summer. I have been assured that all the men will be on the job again this summer. I understand that last summer two men gave up their vacations just to make sure that our electrical equipment worked properly.



# People On The Move



J. K. Inglehart



R. M. Jordan



D. J. Goodman



J. H. Derr



A. D. Loughmiller

Three men have moved up in Conroe T&D.

J. Kiefer Inglehart has advanced to general substation foreman, Dan J. Goodman has been transferred from Lake Charles to Conroe and promoted to general line foreman, and Roy M. Jordan has stepped up to section head.

Mr. Inglehart formerly served as distribution supervisor at Conroe. An employee of the company since 1938, he has worked as storekeeper and ice clerk in addition to progressing through various classifications in the substation section.

Born in Somerville, Mr. Inglehart graduated from Navasota High School. He is an Army veteran, having served from 1942 to 1946.

Mr. Inglehart is married to the former Pauline Lyne of LaPorte, Texas, and their two children are Mrs. Joseph Herndon and Dan Inglehart.

Mr. Goodman, formerly underground lines foreman in Lake Charles T&D, has been with the company since 1945. Starting out in Lake Charles, he progressed through various classifications and was named line foreman in 1954.

A native of Lake Charles, Mr. Goodman was educated in public schools there. He served in the Navy from 1941 to 1945.

Married to the former Freda Cormier of Lake Charles, Mr. Goodman and his wife have two children. They are Mrs. Danny Benoit and Dan Jr.

Mr. Jordan, who had been senior engineering assistant, joined the company in Navasota T&D in 1952. He advanced through various substation mechanic classifications before being named line-man in 1958 and engineering assistant in 1964.

Born in Roans Prairie, Texas, he was graduated from Navasota High School and attended Sam Houston State University. He served in the Navy from 1947 to 1951.

Mr. Jordan and his wife, the former Mary E. Kenealy of Boston, Mass., are the parents of two children. They are Roy, 17, and Betty Ann, 15.

James H. Derr, formerly superintendent of plant construction, has been promoted to manager-power plant construction.

In his new position, Derr will be responsible for all phases of power plant construction including the newly announced nuclear-fueled River Bend Station to be constructed near St. Francisville, La.

A 31-year veteran of the company, Derr began his career in 1940 at Louisiana Station following his graduation from the Williamson Trade School at Media, Pa. He also has studied at the Hayes Combustion School, Louisiana State University, and McNeese State University.

In addition to Louisiana Station, Derr has worked at Riverside Station, Nelson Station, and at Sabine Station. Posts he has held include test engineer, assistant to plant superintendent, test supervisor, maintenance supervisor, and construction engineer.

A native of Tremont, Pa., he is married to the former Sara Copeland of Memphis, Tenn. The Derrs have three sons. They are James, John, and Jeffry.

Arden D. Loughmiller, labor relations coordinator at Beaumont, has been transferred to Baton Rouge and promoted to division sales superintendent.

Mr. Loughmiller fills the post formerly held by Charles D. Glass who has been transferred to Beaumont and promoted to general sales manager.

A native of Vernon, Texas, Mr. Loughmiller was employed as an engineer in Beaumont T&D in 1961. He also served as industrial sales engineer at Beaumont for four years before advancing to labor relations coordinator in 1969.

Mr. Loughmiller is an electrical engineering graduate of Texas A&M University. He also attended Arlington State and North Texas State Universities.

Mr. Loughmiller is a former president of the Beaumont Breakfast Lions Club and was a member of the Young Men's Business League.

Married to the former Suzanne Robuck of Beaumont, he and his wife have two children, Mike and Melissa.





A. E. Hendrix



R. E. Cunningham



C. R. Wilson



J. A. Hopkins



R. E. Smith



M. J. Yennie

Alvin E. "Ed" Hendrix, formerly methods analyst, has been promoted to systems analyst in Information and Data Services at Beaumont.

Mr. Hendrix, a native of Sulphur Bluff, Texas, has been with the company since 1965. He worked as accountant and administrative accountant before moving to IDS.

A graduate of Silsbee High School, Mr. Hendrix also holds a bachelor of business administration degree from Texas A&M University. He is a veteran of the Air Force.

Mr. Hendrix is sectional commander of the Royal Rangers, a youth group sponsored by the Assembly of God Church, and he is a member of the A&M Ex-Students Association.

Married to the former Sarah Shine of Silsbee, the couple has three daughters. They are Tawnya Lynn, Tamara Wynn, and Trina Renee.

Four promotions have been announced in Information and Data Services at Beaumont.

Joe A. Hopkins has been named coordinator-EDP systems development, Richard E. Smith has moved up to supervisor-EDP technical development, Michael J. Yennie has advanced to supervisor-EDP application development, and Raleigh E. Cunningham has been promoted to EDP systems design supervisor.

Mr. Hopkins had been EDP systems design supervisor since April, 1971. He joined the company's system engineering department at Beaumont in 1963 and was transferred to IDS in 1967.

A native of Bellville, Texas, Mr. Hopkins graduated from high school there. He attended Howard County College and Lamar University.

Mr. Hopkins and his wife, the former Nina Brown, have two daughters, Nina Ruth and Carla.

Mr. Smith, a 17-year employee of the company, started out as an engineer in Beaumont T&D. He has held a number of supervisory posts in IDS.

Born in Marshalltown, Iowa, Mr. Smith attended public schools there and received his electrical engineering degree from Texas A&M. He served in the Army Corps of Engineers for two years.

Mr. Smith is married to the former Patsy Pate of Bryan, Texas, and they have two children, Sharon Kay and Charles David.

Mr. Yennie joined the company in 1964 after graduating from McNeese State University with a bachelor of business administration degree.

After serving in accounting positions, Mr. Yennie was transferred to IDS as systems analyst. He also has been project leader and EDP systems design supervisor in IDS.

Mr. Yennie is a Lake Charles native. He and his wife, the former Patsy Verret

of Hayes, La., have three daughters, Lisa, Michele, and Alison.

Mr. Cunningham has been employed by the company since 1957. He has worked in system engineering and drafting posts in addition to serving as systems analyst in IDS.

A Beaumont native, Mr. Cunningham is a French High School graduate and attended Lamar University. He is a veteran of the Marine Corps.

Mr. Cunningham and his wife, the former Gayle Hamm of Beaumont, are the parents of three children. They are Sherri, Bradley, and Tate.

Carroll R. Wilson, formerly substation mechanic, has moved up to utility foreman in Baton Rouge T&D Substation.

Joining the company at Baton Rouge in 1955, Mr. Wilson progressed through various classifications in T&D and had been substation mechanic first class since 1961.

A native of McCall Creek, Miss., Mr. Wilson graduated from Istrouma High School in Baton Rouge. He is a veteran of the Navy, having served for four years.

Mr. Wilson has been active in United Givers drives and served as 1971 chairman of the Government Street Service Center campaign.

Married to the former Shirley Crane of Texarkana, Ark., the couple has two sons, David Michael, 16, and Perry Ray, 13. The family attends Jefferson Baptist Church.



# Retirements

Seven employees, representing 277 years of service with the company have, or will shortly be, retired from the company.

**Paul N. Masterson**, director-Credit and Collections, leads the parade of veterans with over 45 years of service. Mr. Masterson first joined the company back in 1926 as chief engineer's helper.

In 1927 Mr. Masterson received his first of many promotions. He was shifted from Silsbee to Jasper as a cashier and clerk, and later in the same year was moved to Beaumont as auditor-ice accounts.

During his broad career Mr. Masterson has worked in such places as Huntsville, Orange, Port Arthur and Hull, Texas.

His last move came in 1936 when he moved back to Beaumont as a clerk in the Collections Department. In 1937 he was named supervisor of Credit and Collections, and finally head of the department in 1960.

**Lester R. Jackson**, general substation foreman in Beaumont, has spent 43 years with the company. All of which have been in the T&D Department.

Mr. Jackson is a native of Kerens, Texas, and began his career with us as a groundman at Navasota in 1928. In 1933 he was transferred to Beaumont as a lineman, and became substation foreman in 1939.

He was named assistant general substation foreman in 1956, and remained at that position until his last promotion in 1959 to general substation foreman.

**Alford O. St. Dizier**, substation mechanic first class in Baton Rouge, has seen 42 years pass since he first joined the company in 1929 as a station clerk.

Mr. St. Dizier was born in Baton Rouge and spent his entire time in that city.

In 1930 he was promoted to substation operator, and in 1944 to substation mechanic fourth class. He progressed to first class in 1948.

**Jerome L. Haddox** is next in line with 41 years service having joined the company January 1, 1930.

Mr. Haddox, operating supervisor T&D Department in Navasota, was hired as a substation electrician, and has spent his entire career in Navasota.

A native of Caldwell, Texas, Mr. Had-

dox was first promoted in the same year to sub-foreman, and later to substation sub-foreman in 1932. He was made substation foreman in 1934, and line foreman in 1943. In 1954 he was promoted again, this time to general line foreman, and was made operating supervisor in 1968.

He is married to the former Aleene Murphy of Denton, Tex. They have one son. Mr. Haddox is active in church activities, and has been a member of the First Baptist Church of Navasota since 1930.

**John R. Wright**, storekeeper in the Western Division in Conroe, graduates to the easy life after 41 years of service.

Mr. Wright, a native of Liberty, Texas, joined the company on Jan. 7, 1930 as an operator in Conroe. After seven years he was moved to Huntsville in the same position.

In 1953 Mr. Wright was promoted to S/Station Operator, and in 1966 to utility man. He was moved to Cleveland in 1967 and promoted to storekeeper.

**Clifton R. Brinkley**, district superintendent in Cleveland, has had 35 years of service with the company.

Mr. Brinkley is a graduate of Trinity Texas High School, and also of the Draugham Business College.

Starting out as a helper in 1936, Mr. Brinkley has served in Huntsville, Conroe, Alvin, Woodville, Liberty and Cleveland. He progressed to lineman third class in 1940, and was transferred to Conroe in the same capacity in 1941.

He was promoted to serviceman second class and transferred to Alvin in 1941, and later to serviceman first class. In 1950 he was moved to Woodville and promoted to local superintendent. In 1956 he was named district superintendent in Liberty, and then switched to Cleveland in the same position.

Mr. Brinkley is married to the former Beatrice Martin of Trinity, and has been active in many civic and professional organizations.

**John C. Sawyer** is a relative newcomer among this group having spent 30 years with the company.

A native of Stephens, Ark., Mr. Sawyer was hired as an operator in 1941 in Jasper, Tex. He was promoted to appliance repairman third class in Beaumont in 1945, and later to first class, also in Beaumont.



Paul Masterson



Lester Jackson



Alford St. Dizier



Jerome Haddox



John Wright



Clifton "Duck" Brinkley



John Sawyer



# SERVICE AWARDS

## THIRTY YEARS



W. M. Harris  
Production  
Beaumont



D. A. Minor  
Treasury  
Conroe

## TWENTY YEARS



Leroy Anderson  
Treasury  
Sulphur



T. R. Whiddon, Jr.  
Personnel  
Beaumont

## TEN YEARS



Leo B. Adams  
Treasury  
Conroe



Sheila F. Comeaux  
I.D.S.  
Beaumont



Raymond Holm  
Treasury  
Beaumont



## BEAUMONT



### REPORTERS

If you have any news for "Plain Talks," simply send the information to one of the following local reporters. They will be happy to assist you in getting the material to the Editor.

**BATON ROUGE:** Henry Joyner, Margie Force (T&D), Fay Hebert (T&D), T. Boone Chaney (T&D), Melanie Dollar (T&D), Charles L. Miller (T&D), Jack Gautreaux (T&D), Clyde Cannon (T&D), James W. Bello (T&D), Beverly Hayden (Gas), Mel Nezat (Sales).

**BEAUMONT:** Linda McSwain (S.C.), Bill Toups (S.C.), Barbara Lindsey, Ann Ogden, Edy Waltmon, Linda Marks.

**CALVERT:** Janis E. Wilganowski.

**CLEVELAND:** Pat Jones.

**CONROE:** Frances Elliot.

**GONZALES:** Billy Fortenberry

**HUNTSVILLE:** Priscilla Chandler.

**JENNINGS:** Earl Mayfield.

**LAFAYETTE:** Bobbie Denais.

**LAKE CHARLES:** Johnnie Harris (T&D)

**LA. STATION:** Leslie Lemoine

**MADISONVILLE:** Wanda H. Tinsley.

**NAVASOTA:** Betty Dickschat.

**NECHES STATION:** Hazel Higginbotham

**NELSON STATION:** Martha Caldwell

**ORANGE:** Davie Carpenter

**PORT ALLEN:** Adele Vavasseur.

**PORT ARTHUR:** Sue Williams, Lorraine Dunham (S.C.).

**SABINE STATION:** Kathleen Fuller.

**SILSBEE:** Maxie Bell.

**SULPHUR:** Pearl Darbonne.

**WILLOW GLEN:** Dora Landaiche.

**WOODVILLE:** Alene Waggoner.

**ZACHARY:** Janette Lane.

*(Editor's Note: If any of the above reporters are no longer reporting or with the company, we would appreciate knowing about it. This holds true also if any reporter's name has been omitted.)*



Jody O'Neill, 9-year old son of Ann O'Neill (Steno in Division Sales), had a successful season this year as the quarterback of the Gray-Y football team for Eugene Field Elementary School. The five-foot, 75-pound third grader scored 44 points for the "Cow-boys" en-route to 3-2-1 season.



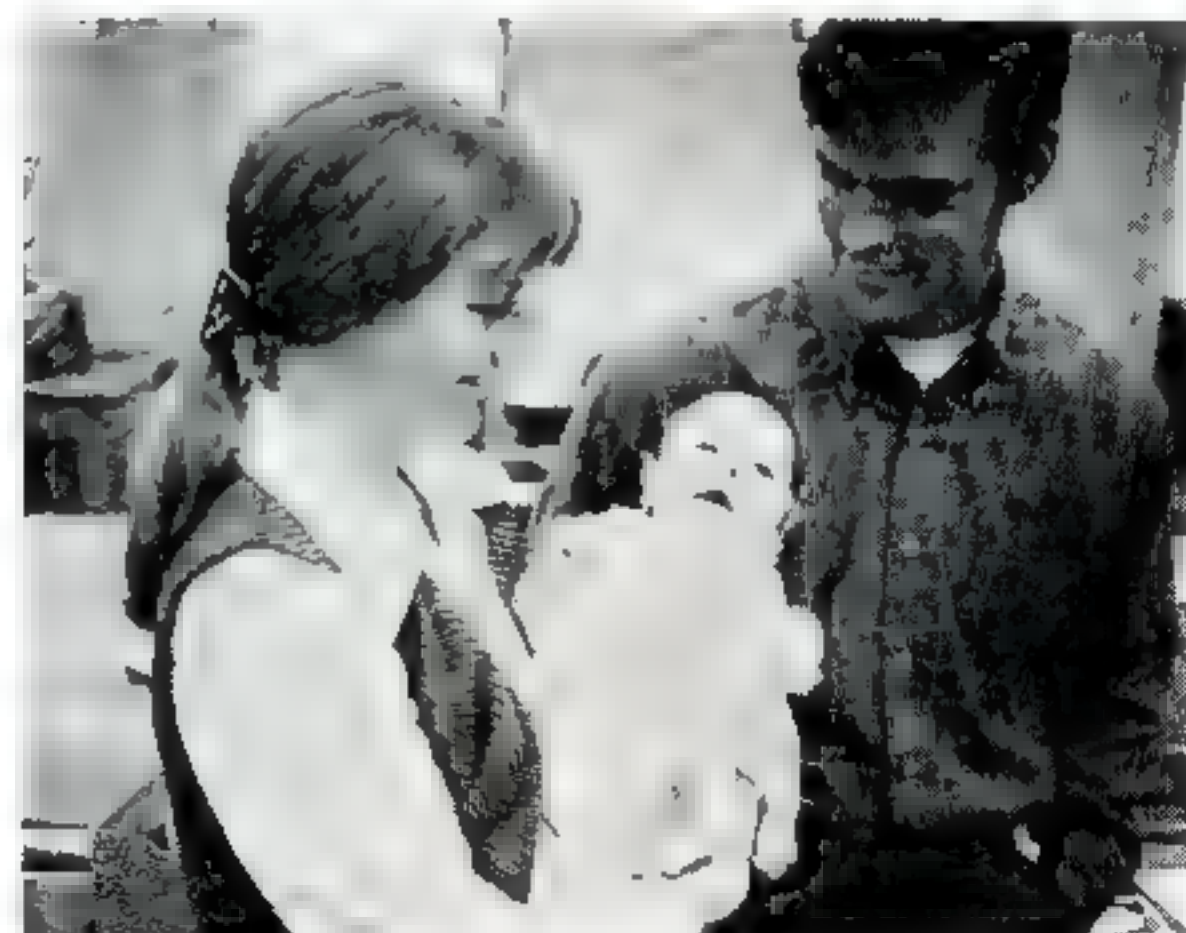
Becky Watts, a secretary in System Engineering in Beaumont, is leaving the company to return to the college life. The engineers were sorry to see her go, but agree that she is wise to finish her college education. Becky will be a senior at Lamar University.



Joe Budd, engineering planning, is the proud papa of this pretty little girl. Her name is Julie Carol Budd, and she made her appearance on December 5. It is the first child for the Budds.



Sue Delaney (System Treasury) holds a cake that was given to her by her friends and co-workers in Beaumont prior to her leaving the company. Sue, who has been with us for about three years, received several gifts and many good luck wishes. Sue's husband is being transferred to another city.



Floyd E. Fortenberry (T&D) and his wife Susie, take a second to pose for the camera while showing off their new addition to friends at the Beaumont Service Center. The baby is Marinda Ann, and she checked into the world weighing nine pounds on Nov. 11.



## LAKE CHARLES



These two little beauties (top and bottom) are the grandchildren of Johnny Prejean, storeroom supervisor at Lake Charles. Angel St. Romain (top) is three years old, and Christie St. Romain is 17-months.



## ORANGE

Walter R. "Dick" House, son of retired Orange Sales Supervisor Walter House, has been named among 38 outstanding students at Louisiana State University for the 1971 edition of "Who's Who Among Students in American Universities and Colleges." Congratulations Dick.

## CONROE



Yvonne Collins, Home Service Advisor in Conroe, will really get a chance to test her kitchen talents now as she was married to Murdoch Smith, Jr. in a ceremony at St. Stephen Baptist Church in Houston. Best of luck to the happy couple.

## BATON ROUGE

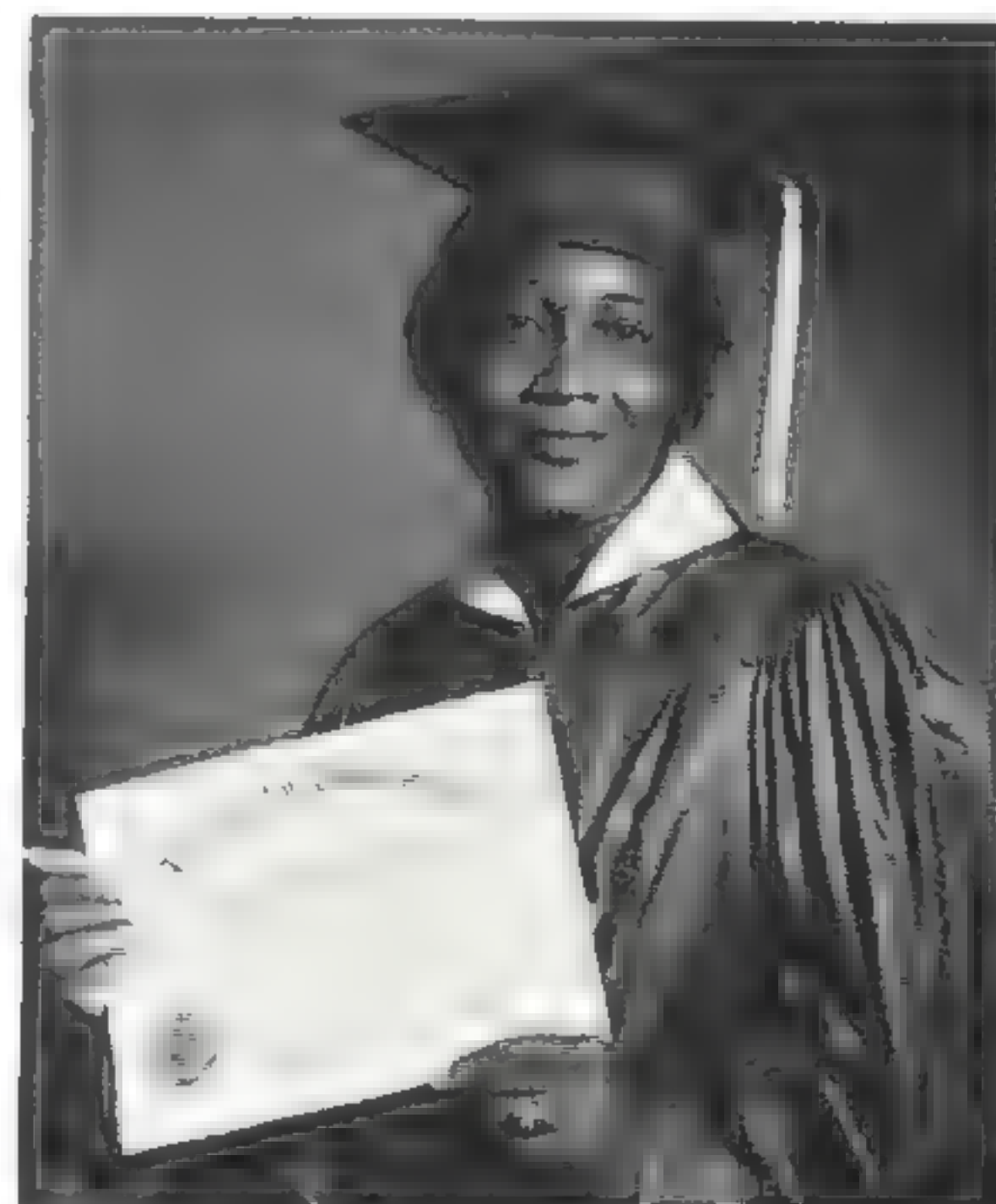


Michele Louise, granddaughter of Mr. and Mrs. W. P. Gautreaux (gas service supervisor in Baton Rouge), was born on November 8, 1971 at the Carle Memorial Hospital. Michele and her parents, Sheryl and Paul Stokes, live in Urbana, Illinois where her father is an Electrical Engineer with Boeing Aircraft.



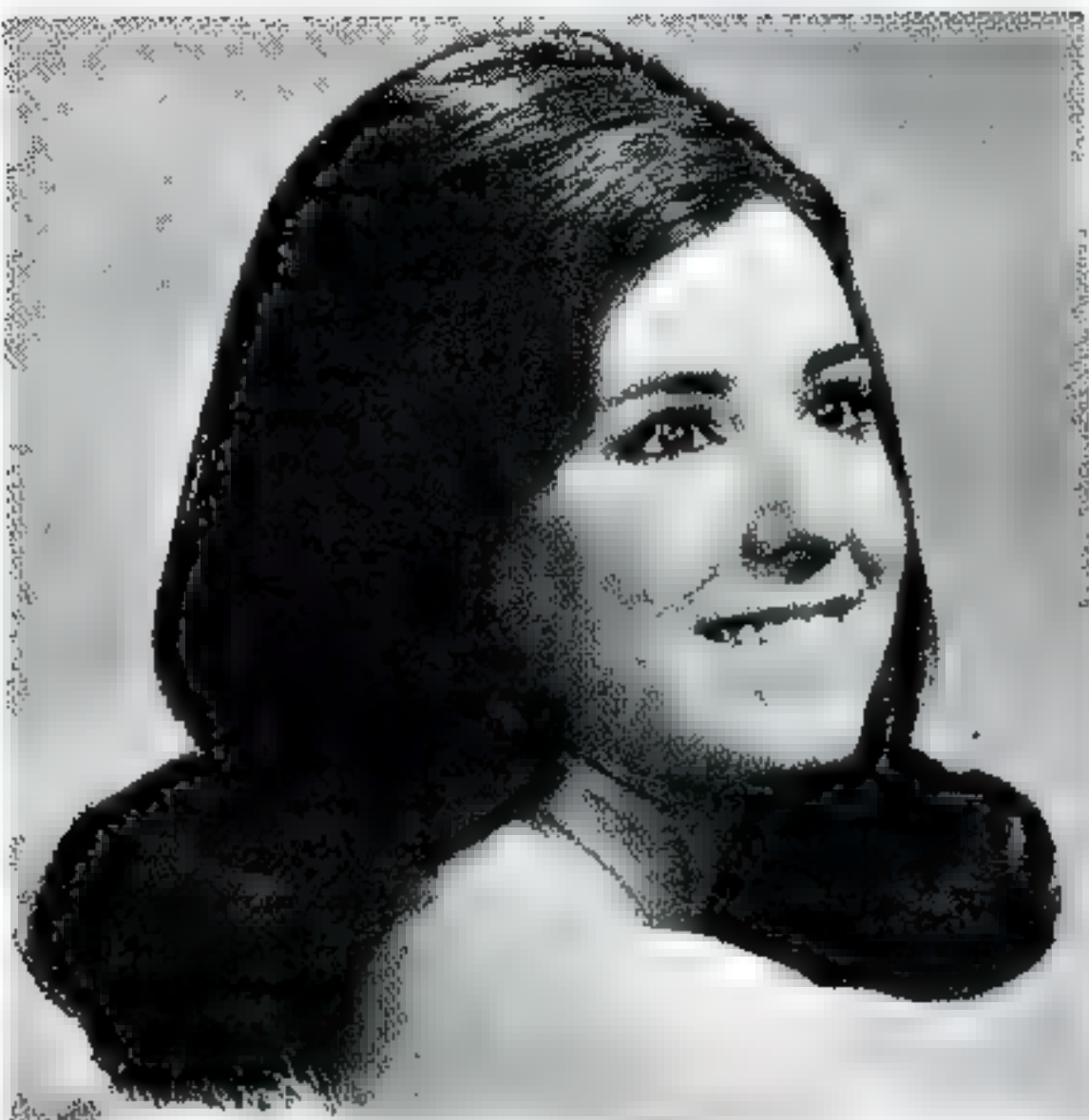
12-year old Ronnie Jones, on his first deer hunting trip with his dad, bagged a 12 point buck that dressed out at 175-pounds. Ronnie's father, W. E. "Eddie" Jones took his son hunting near Sicily Island, La. during the Thanksgiving holidays. This experience will long be remembered by Ronnie and his proud father.

## PORT ARTHUR

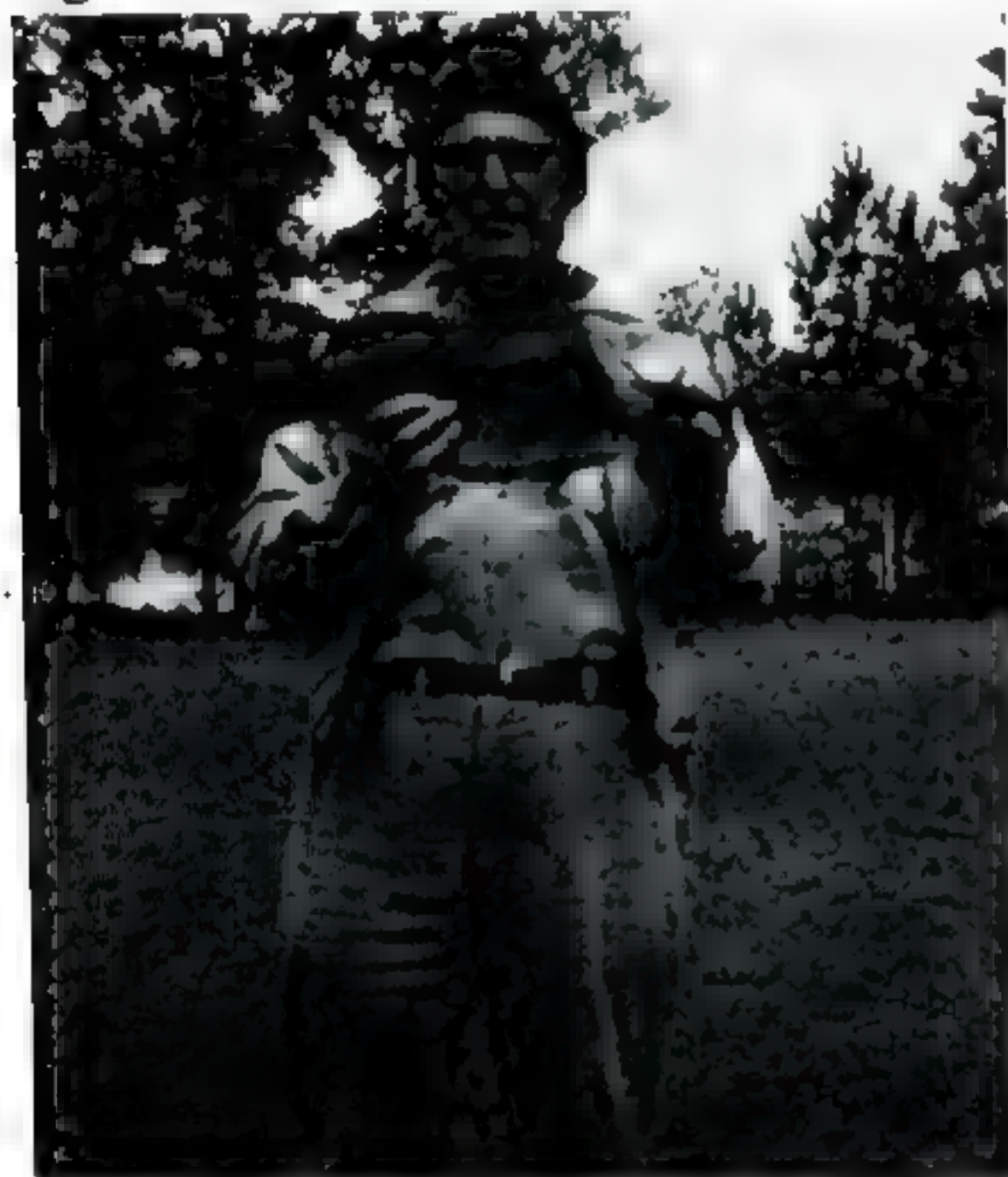


Mrs. Florence Dean Reed, wife of Johnnie Lee Reed of Sabine Station, recently received her high school diploma through an educational course - - Academy for Home Study, Chicago, Ill. Mrs. Reed is a great example of its never too late to get your education. She is the mother of seven children. Congratulations.

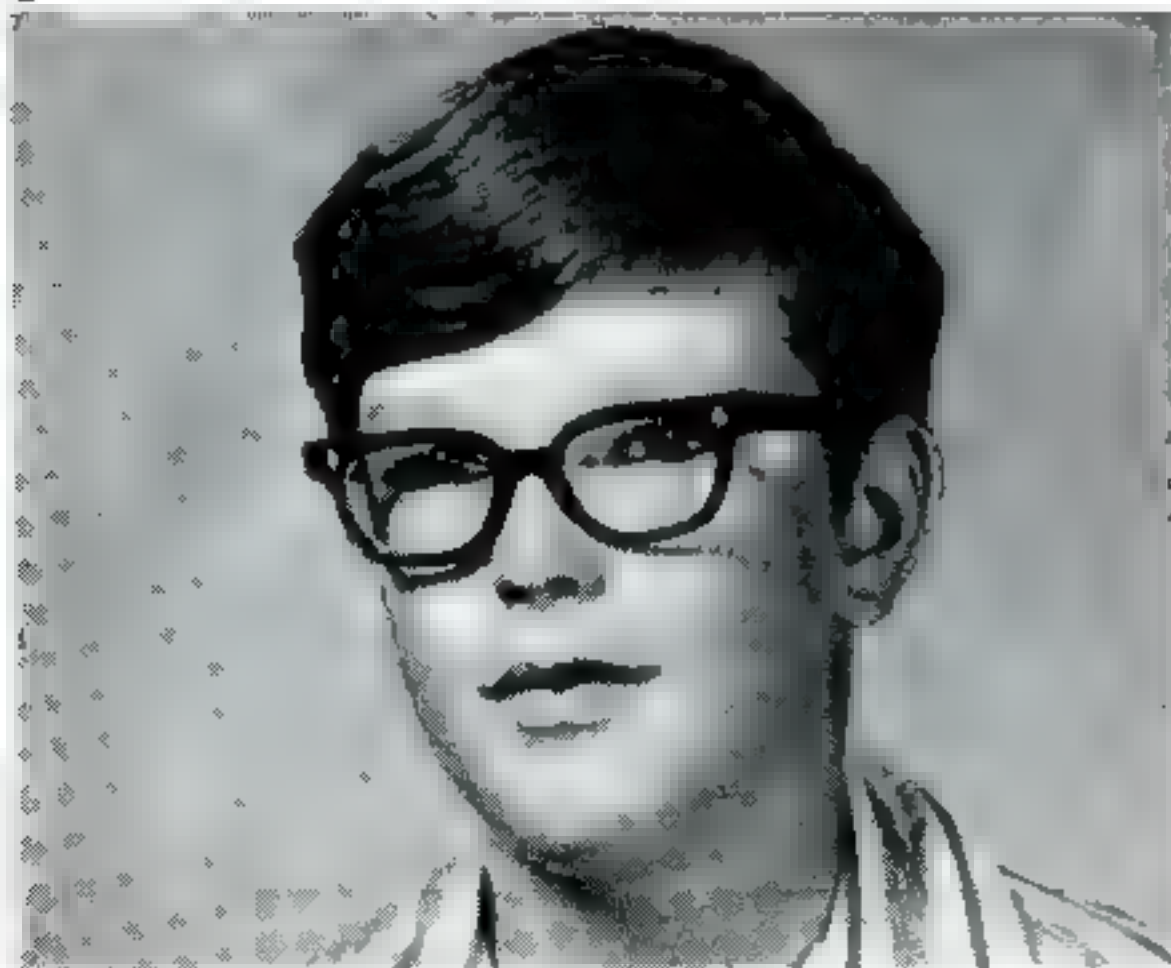




Sheila Martin, daughter of Wilfred B. Martin (electrician 1/C, Neches Station), was nominated by her sorority (Chi Omega) as a Gaillardian candidate at Southwest Texas State University. It is one of the highest honors possible at the university. She is a junior majoring in elementary education.



H. E. Norman, formerly of the Distribution right-of-way department, has been spending some of his time fishing for the "big ones" that live in his lake. As can be seen, he has been quite successful. This nice bass weighed in at six pounds, 10 ounces.



Mark Roffman, 13-year old son of Fred J. Roffman (T&D Engineering), made the "Honor Roll" for the first half of the school year at Port Neches Junior High. The seventh grade student made straight-A's.



Cindy Hickman, daughter of George Hickman (T&D) Beaumont, has already established herself an enviable record as a 4-H'er, and has recently been awarded another high honor. Cindy was chosen for a Gold Star Award at a banquet at Stephen F. Austin University. Only one girl and one boy from each county in Texas was selected. The award is given by Texas A&M based on projects and demonstrations in agriculture and home economics, as well as leadership qualities.

## CONROE



Dick Landry, his daughter Dianna, and son Kyle, proudly show off a nine-point buck shot by Dick. The buck weighed 124-pounds and was brought down in an area near Conroe.

## CLEVELAND



Mr. and Mrs. John R. Wright were the guests of honor recently at a retirement party held for him in Cleveland. John, who retired Jan. 31, was presented with a watch and other items from his many friends and co-workers. The Wrights have just moved into a new home and plan to spend their time fishing and hunting.

## NAVASOTA

Nina Ruth Bay, T&D in Navasota, was given a going-away party by her friends and co-workers recently.

Nina, who was also a PLAIN TALKS reporter, was presented with several gifts including a beautiful diamond dinner ring, and evening apparel from her boss, Mr. and Mrs. Haddox.

## JENNINGS



Brenda Benoit, an office clerk for the past two years in Jennings, was given a surprise shower by her friends. Brenda was married Jan. 15.



# Christmas Photo Album

## SORRY

PLAIN TALKS is sorry that not every picture taken could be used. We do have all the negatives and will be happy to give these out. Negatives, and pictures not used may be picked up in the PLAIN TALKS office in Beaumont.

Some areas are not represented due to the fact that no pictures have been received by this office, or they arrived too late.



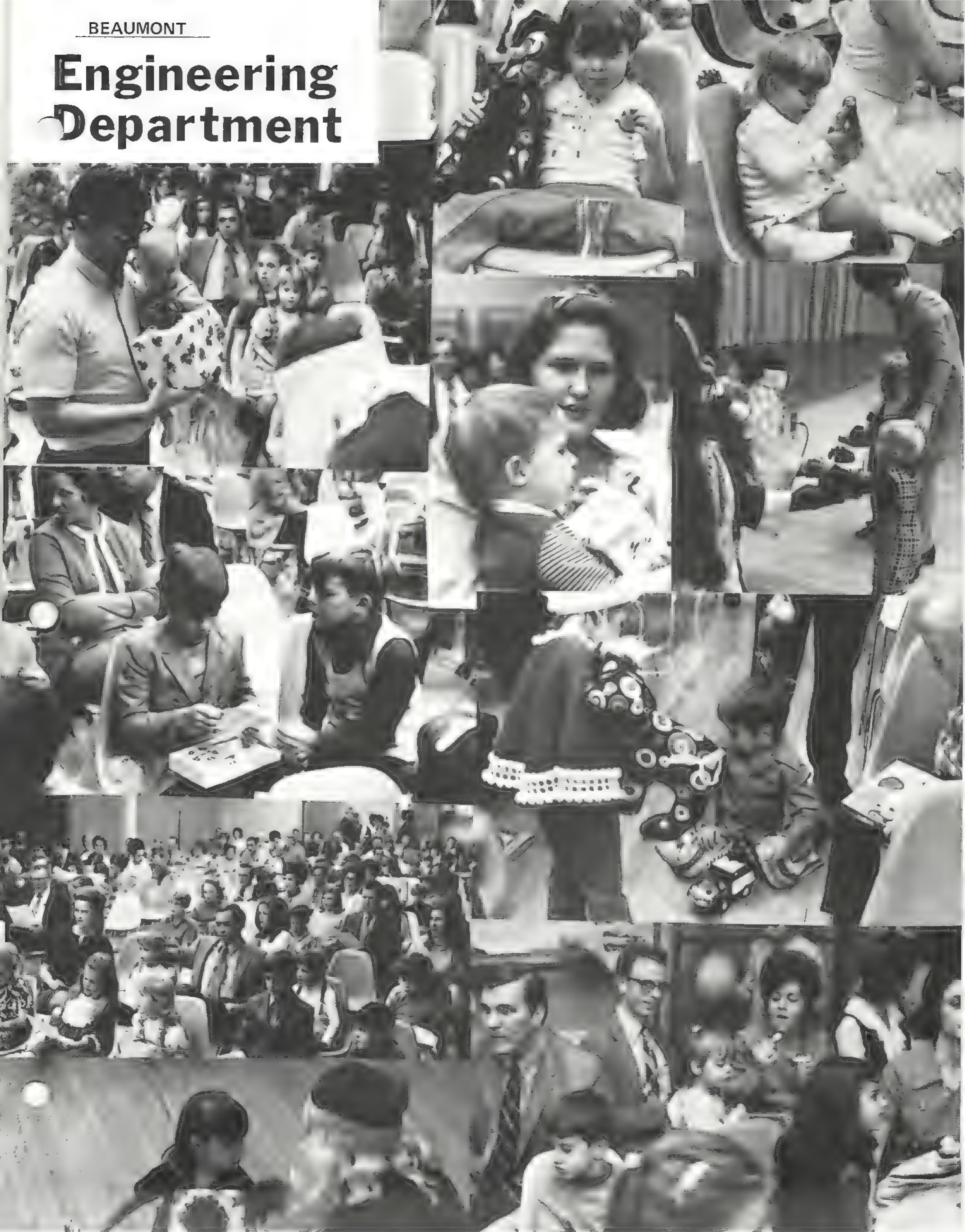


# Beaumont Division





# Engineering Department





# Service Center





# Gonzales





# Zachary



# Calvert





# Port Arthur



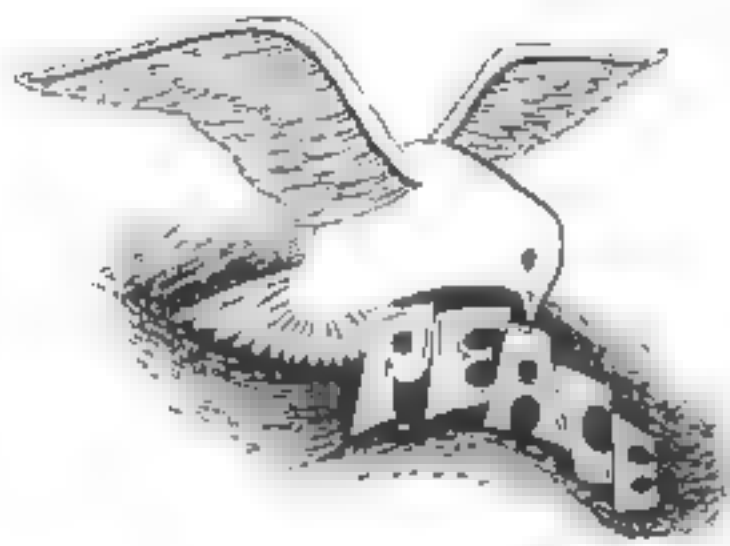
## Cleveland ➡







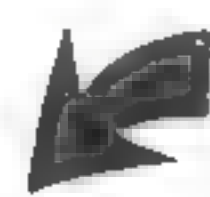
# Orange, Vidor & Sabine Station



## Dayton



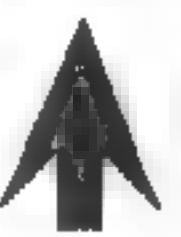




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Navasota



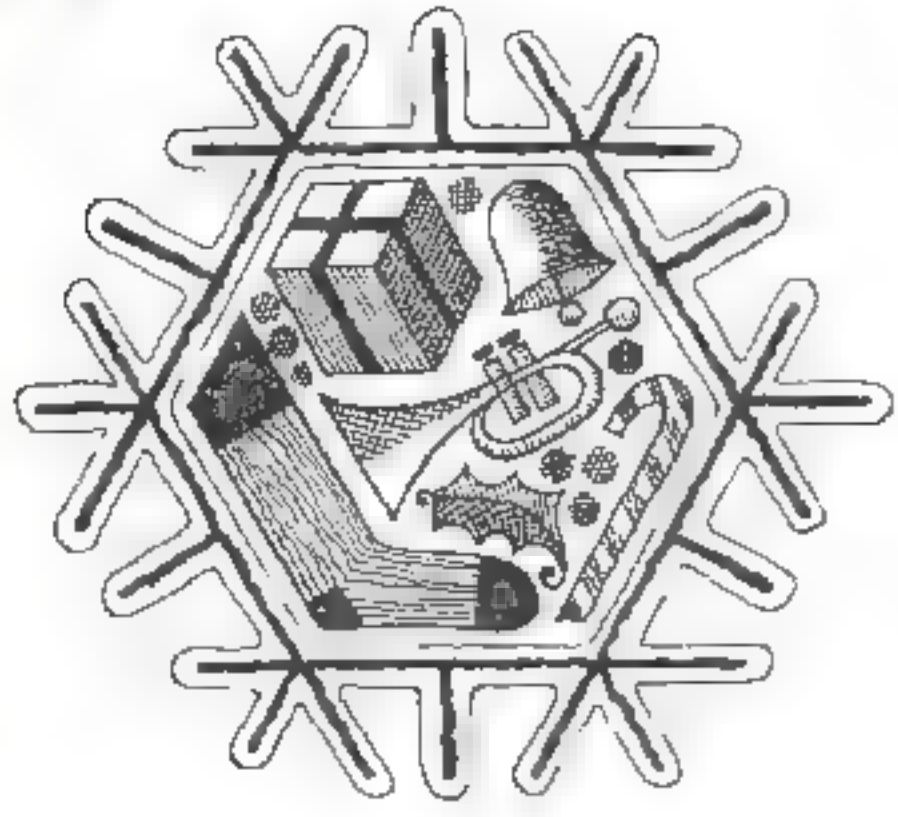


# Jennings





# Lake Charles





# Louisiana Station



## Huntsville





# Baton Rouge







**Welcome  
Aboard!**

## **SYSTEM DEPARTMENTS**

### **System Engineering**

Denby, David G., Beaumont, Engr Helper - Eng Des (Stnds-Appl)

Primeaux, Michael J., Beaumont, Engr Helper - Eng Des (Rel Des & Coord)

### **Information & Data Services**

Reese, Sharon M., Beaumont, Dept Clerk (Records - Dupl)

Rayl, Geraldine M., Beaumont, Dept Clerk (Records)

### **System Treasury**

Noddin, John T., Beaumont, Storeroom Asst - Gen Acctg (Salvage)

## **BEAUMONT DIVISION**

### **Distribution**

Tittle, Rogers B., Beaumont, Divn S/Sta Operator - T&D

Landrum, James E., Jr., Beaumont, Helper-T&D Dept (S/Sta)

Hill, Homer W., Beaumont, Helper-T&D Dept (S/Sta)

Augustine, Fred W., Orange, Helper-T&D Dept (Line)

### **Treasury**

Rice, Paul R., Beaumont, Meter Reader

Valica, Charles G., Beaumont, Storeroom Assistant

Edgerton, Rodney T., Orange, Meter Reader

## **PORT ARTHUR DIVISION**

### **Distribution**

Cauthier, Marc H., Jr., Port Arthur, Helper-T&D Dept (Line)

## **WESTERN DIVISION**

### **Production**

Morse, Patrick W., Conroe, Equipment Oper (Lewis Creek Sta)

### **Distribution**

Stanford, Rodney K., Conroe, Helper-T&D Dept (S/Sta)

Hughes, Craig D., Huntsville, Helper-T&D Dept (Line)

Doughty, Charles H., Huntsville, Helper-T&D Dept (Line)

Ford, Philip S., Navasota, Helper-T&D Dept (Line)

### **Treasury**

Oliver, Richard A., Huntsville, Meter Reader

## **BATON ROUGE DIVISION**

### **Distribution**

Phelps, Charles B., Baton Rouge, Helper-T&D Dept (S/Sta)

Turnley, Charles R., Jr., Baton Rouge, Helper-T&D Dept (S/Sta)

Dupuy, Carl P., Baton Rouge, Helper-T&D Dept (Line)

Brown, Larry S., Baton Rouge, Helper-T&D Dept (Line)

Starns, Conrad E., Baton Rouge, Helper-T&D Dept (Line)

David, Lester J., Baton Rouge, Helper-T&D Dept (Line)

Aldridge, David M., Baton Rouge, Helper-T&D Dept (Line)

### **Gas Department**

Watts, Elvin L., Jr., Baton Rouge, Helper-Gas Dept

### **Treasury**

Farr, Mary B., Port Allen, Local Office Clerk

## **LAKE CHARLES DIVISION**

### **Distribution**

Hughes, Phyllis J., Lake Charles, Dept Clerk - T&D (Engr)

### **Treasury**

Gillert, Cathleen C., Lake Charles, Clerk - Cust Acctg

Williamson, Judge R., Lake Charles, Stores Truckdriver

Vincent, Marilyn B., Jennings, Local Office Clerk

Meaux, Barbara M., Lafayette, Clerk - Cust Acctg

## **MANAGEMENT AND/OR PART-TIME EMPLOYEES**

### **Employed**

Naylor, John E., Jr., Bridge City, Engineer - Sys Prod (Sabine Sta)

Zimmerly, Delbert R., Beaumont, Engineer - T&D (Eng)

Lawrence, Charles W., Beaumont, Utility Pilot - Sys Opern (Transp-Avia)



# Etouffe' by Andries

## ALMOND RICE

½ cup butter or margarine  
2 cups rice  
3½ cups water  
¼ cup chopped green onions  
½ cup sliced almonds  
Soy sauce to taste  
Salt and pepper to taste

Melt butter in saucepan. Add rice and brown slightly on medium heat. Add water to rice and let cook 20 minutes. Stir onions and almonds into mixture. Season with soy sauce, salt and pepper. Serves 10 to 12.

## CRAWFISH ETOUFFE'

4 medium onions, chopped  
2 medium green peppers  
1½ stalks celery, chopped  
2 cups butter or margarine  
4 cups crawfish fat  
2 lbs. peeled crawfish tails  
Salt and pepper to taste

Saute' onions, green pepper and celery in butter on medium heat. Add crawfish fat and cook on medium heat for 30 minutes. If proper quantity and red color are not achieved, one 8 oz. can of tomato sauce may be added. Season crawfish tails with salt and pepper and add to mixture. Heat 10 minutes on medium setting before serving. Serve over fluffy rice. Serves 8.

## TUNA CASSEROLE

¼ to ½ medium pkg. spaghetti, cooked  
One 7 oz. can light tuna  
One 8½ oz. can green peas  
One 10½ oz. cream of celery soup  
Bread cubes

Place cooked spaghetti in casserole dish and add tuna, peas and soup. Fill soup can ¼ full of water and add to mixture. Stir thoroughly. Top with bread cubes browned in butter. Bake at 375 degrees for 45 minutes. Serves 4

## SEAFOOD SALAD

1 cup flaked crabmeat, shrimp,  
lobster, tuna or salmon  
1 tsp. lemon juice  
1 tsp. finely minced onion  
Salt and pepper to taste  
1 cup diced celery  
Paprika  
Mayonnaise  
1 cup lettuce hearts broken into  
small pieces  
Garnishes

Mix seafood, lemon juice, onion, salt, pepper, paprika and celery together. Chill thoroughly. Just before serving, drain and add mayonnaise to moisten. Serve on crisp lettuce and garnish with tomato sections, lemon wedges and slices of hard cooked egg.



Home Service Advisor Margaret Andries of Lafayette is quite at home in the kitchen putting together delicious "Cajun" dishes despite the fact she is a native of Many, located in North Louisiana not far from Shreveport. Miss Andries became interested in Home Economics while in high school, and obtained her degree in that field from Northwestern State University in Natchitoches. Following her graduation from NSU in 1971, she joined the company in the Cajun capital city. "The friendly Lafayette atmosphere has made me feel very much at home," says Margaret, and we are glad to have her with us.



Bulk Rate  
U. S. POSTAGE PAID  
Beaumont, Texas  
Permit No. 11

## Prevent Accidents

### THE SAFE DRIVER

HEADLIGHTS ARE NO SUBSTITUTE FOR DAYLIGHT, NOR CAN THEY BEND AROUND CURVES! THE SAFE DRIVER NEVER "OVERDRIVES" HIS HEADLIGHTS, BUT TAILORS HIS SPEED SO HE CAN SEE ANYTHING AHEAD IN TIME TO STOP!



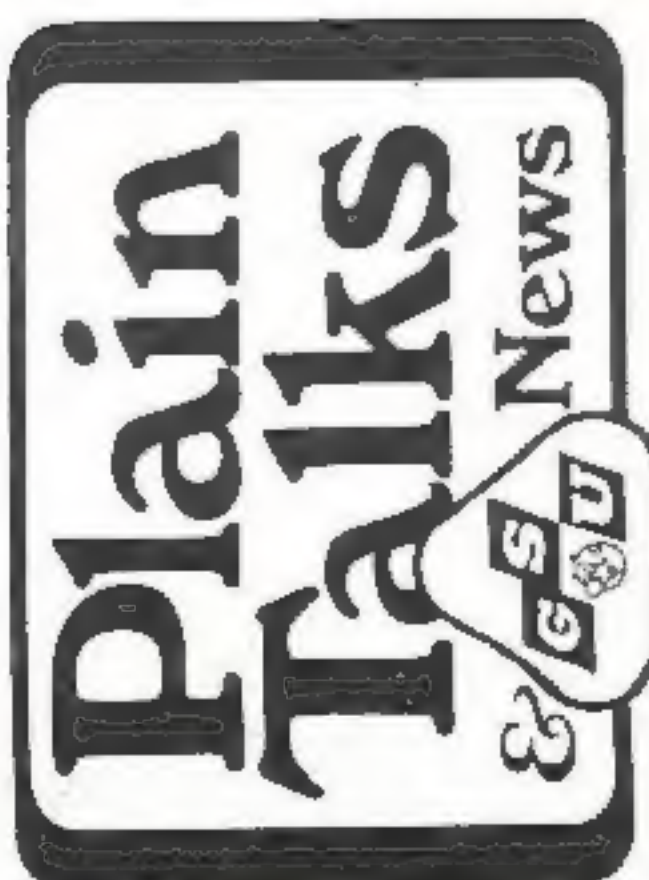
AVOID STARING DIRECTLY INTO ONCOMING HEADLIGHTS! INSTEAD, LOOK SLIGHTLY SIDEWISE TO THE RIGHT-HAND SIDE OF THE ROAD, USING LANE MARKINGS AND THE ROAD'S EDGE AS GUIDES!



THE SAFE, COURTEOUS DRIVER SWITCHES TO LOW BEAMS WHEN ANOTHER CAR APPROACHES, AND WHEN HE PULLS UP BEHIND ANOTHER CAR!

PREPARED BY THE INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS  
IN COOPERATION WITH THE HIGHWAY USERS FEDERATION

AFTER FIVE DAYS RETURN TO



P. O. BOX 2951  
BEAUMONT, TEXAS

RETURN POSTAGE GUARANTEED